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CATALOG NO. 4550L 1/5

Form BC 128

2359

FREQUENCY MODULATION

June 1954

3-31-81 on-the-air-I.D. as: "LEESBURG-ORLANDO, FLORIDA" W H L Y 1-17-79

BROADCASTING STATION LICENSE RECORD W H L Y 10-23-78

X W H L Y (EFF: 3-3-76)

X W D G M (EFF: 10-26-73)

Date first licensed 4-3-69

Call letters X W L B E-FM

Station location Leesburg, Florida

GENERAL BROADCASTING OF FLORIDA, INC. (AL: 3-7-80 EFF: 3-12-80)

x MAGIC BOX MEDIA, INC. (ALH gr 1/14/76 EFF: 1/20/76)

Name of licensee X Heard Broadcasting, Inc.

435 W. Story Rd., Winter Garden, Florida (PH-6-9-77)

Transmitter location X Lisbon Rd., near Silver Rd. between Leesburg & Eustis, Fla. (PH-1-2-68)

1326 West North Blvd., Leesburg, Florida (BLH-7463)

Main studio location Same as Transmitter

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From To
BPH-5514 HAAT: 230' Cond'1	1-2-68	106.7mc. ERP: 40kw Unl. ch# 294 TPO: 7.6kw			3-2-68 9-2-68
BPH-5514 (1)	6-7-68	CP for a new FM Broadcasting station. Call letters assigned.			
MPH-10,215 (2)	8-29-68	MP(BPH-5514)ext.	time to		11-2-68
MPH-10,361 (3)	11-27-68	MP(BPH-5514 as mod.) chg. antenna (Gates-FMA-6, 6 sections) and chg. trans(Gates-FM-10H);			
PH-6533 HAAT: 230'	12-26-68	106.7mc. ERP: 40kw Unl. ch#294 TPO: 7.6kw			8-26-69
		CP to replace expired permit (BPH-5514 as modified).			
MPH-10,484 (1)	2-11-69	MP(BPH-6533 as reinstated); chg.HAAT 210' (correct ant. hgt. & markings)			
PH-4322(L)	4-3-69	Lic.(BPH-6533 as reinstated & mod.)for new FM sta.			
HAAT: 210'		106.7mc ERP: 40kw CH#294 TPO: 7.6			2-1-70
BPH-6736 HAAT: 210'	6-10-69	106.7mc TPO: 9.2kw ERP: 50kw			8-10- 2-10-70
PH-4336(L)	12-24-69	CP to change TPO and chg. ERP. LIC.(BPH-6736) for changes.			
PH-2359(L)	3-6-70	Renewal			2-1-73
EBSA	5-22-72				
PH-2359(S)	1-31-73	RENEWAL			2-1-76
BTC-7069	6-21-73	VOL TC EFF:			
COMTEL	7-1-75	Auth. to suspend oper. thru 8-1-75			
COMTEL	9-5-75	Auth. to suspend oper. thru 11-1-75			
COMTEL	11-4-75	Auth. to suspend oper. thru 2-1-76			
EALH-2170	1/14/76	Vol AL EFF: 1/20/76	"Cond'1"		
EBSA	6-21-76				

BC-126
June 1975

#2

FM

BROADCASTING STATION LICENSE RECORD

Date first licensed

Call letters W H L Y

Station location

Name of licensee SEE CARD #1

Transmitter location

Main studio location

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From To
BPH-9812 HAAT: 800' (h&v) (L)	6-9-77	106.7mhz #294 CP chg TL; install new trans; new ant; mko chg ant sys(incr hght); chg TPO, ERP, HAAT.	ERP: 100kw(h&v)U		6-9-78
BLH-7463 BRH-2359(L) HAAT: 100'	2-24-78	Lic(BPH-9812) RENEWAL & MODIFICATION (issued Together) 106.7mhz; ERP: 100kw(H&V) TPO: 19.9kw			2-1-79
BRH-781002VX(L)	11-5-79	RENEWAL OF LICENSE			2-1-82
BTCH790814HS	11-5-79	VOL. TC	EFF: 11-29-79		
BALH800212GE	3-7-80	VOL. AL	EFF: 3-12-80		

FORM BC-121
Aug. 1955

APPLICATION RECORD - BROADCASTING

Call **W L B E-FM**
Letters ~~WLBE~~

Name **Heard Broadcasting, Inc.**
Leesburg, Florida (PO % H. James Sharp, 615 Lake Shore Drive, Leesburg, Fla.)

File No.	Dated	Application for	Action 32748)	
			Nature	Date
BPH-5514 R&F	8-1-66 8-5-66	Construction permit for a new FM broadcast station to be operated on: Frequency: 106.7mc CH 294 ERP: 40kw TPO: 10kw HAAT: 231' Type trans: Collins 830F1-A Type ant: Collins 37M6, 6 sections Trans loc: Lisbon Rd., near Silver Rd., between Leesburg & Eustis, Florida Studio loc: same as trans location	DESIGNATED FOR HEARING 9-19-67 Docket #17730 GRANTED 1-2-68 Cond'l submit 302's for WLBE (AM).	
AMENDMENT R & F	9-14-66 9-19-66	AMENDED to change TPO to 8.1kw. Samuel Miller(J.Chachkin) per amend 8-11-67.		
AMENDMENT R & F	8-16-67 8-21-67	AMENDED to chg. Station Location to Leesburg, Fla.		

SEP 12 1967

H. James Sharp

904; 787-2790 Leesburg, Fla.

357-2790 Eustis, Florida

Leesburg, Florida

FORM BC-121
Aug. 1955

APPLICATION RECORD - BROADCASTING

Call
Letters **WLBE-FM**

Name **HEARD BROADCASTING, INC.**
LEESBURG, FLORIDA

File No.	Dated	Application for	Action	
			Nature	Date
BMPH-10,215 R & F #449684 \$30 AUG 23 1968	8-6-68 8-6-68 8-6-68	MP(BPH-5514) for ext. time to (NEW STATION)	GRANTED to	8-29-68 11-2-68
BMPH-10,361 R & F #470054 \$30 NOV 25 1968	11-1-68 11-4-68 11-4-68	MP(BPH-5514 as mod.) chg. trans (Gates-FM-10H); chg. type ant (Gates-FMA-6, 6 sects); and chg. TPO 7.7kw;	GRANTED	11-27-68
BPH-6533 R & F #474790 \$30 DEC 16 1968	11-25-68 11-26-68 11-26-68	Atty - Samuel Miller CP to replace expired permit (BPH-5514 as modified).	GRANTED condl re WLBE(AM)	12-26-68 file 302 for
BMPH-10,484 R & F #485582 \$30 FEB 5 1969	1-20-69 1-23-69 1-23-69	MP(BPH-6533 as reinstated) to make chgs. in ant system (dist. type); and chg. HAAT 210 ft.	GRANTED	2-11-69

FORM BC-121
AUG. 1955

APPLICATION RECORD - BROADCASTING

Call
Letters W L B E - FM

Name HEARD BROADCASTING, INC.
Leesburg, Florida

File No.	Dated	Application for	Action	
			Nature	Date
BLH-4322 R & F #487686 \$30 PT MAR 10 1969	1/28/69 1/31/69 1/31/69 2/11/69	License (BPH-6533 as reinstated & mod.) for new FM b/c station. Engr. Odes E. Robinson, Ft. Lauderdale, Fla.	GRANTED	4-3-69
BPH- 6736 Rec'd #512364 \$30 Resubmitted R & F JUN 9 1969	5-8-69 5-8-69 4-21-69 5-28-69	Construction Permit to change TPO to 9.23kw; and chg. ERP: 50kw;	RETURNED Dec 11 not dated GRANTED	5-21-69 not dated 6-10-69
BRH-2359 R & F #553777 \$75 P. N. DEC 2 1969	10-29-69 11-3-69 11-3-69 11-3-69	Renewal of License AMENDED 2-11-70 re: Programming	GRANTED	3-6-70

APPLICATION RECORD - BROADCASTING

106.7mhz

W D C M

Call

XLBE-FM

Letters

HEARD BROADCASTING, INC.

Name

Leesburg, Florida

File No.	Dated	Application for	Action	
			Nature	Date
BLH-4536 R & F #521926 430. PTA	6-16-69 6-18-69 6-25-69 7-2-69	Lic.(BPH-6736) to change TPO to 9.2kv & ERP to 50kw. DTC	GRANTED	12-24-69
BRH-2359 R & F PN Recd. PRESS	11-2-72 11-3-72 " NOV 15 1972	RENEWAL OF LICENSE AMENDED 1-4-73 re: commercial policy	GRANTED	1-31-73
BTC -7069 R & F FEE PD: \$1000 CODE 049(ADSO SEE AM)	1-17-73 1-24-73 #147256 FEB 14 1973	Voluntary transfer of control of lic corp from Edwin Mead, H. James Sharp, D. Richard Mead, Jr. et al(all stockholders) to Miami Mission Association, Inc. Atty - Hedrick & Lane AMENDED 4-11-73 bank ltr re loan; re programming	GRANTED Req Grant Fee \$ 10,320.00 (INCLUDE AM) EFF: 7-10-73 pd 063 7-17-73 518136	6-21-73

RE: BALH-2170 AMENDED 11-28-75 re comm survey & revised
fin. plan

AMENDED 12-19-75 - financial data ; ext of time re contr

*AMENDED 12-22-75 - ext of time re contract

Ltr req. immediate grant filed 1-14-76

FEB 26 1976

Form BC-121
September 1969

APPLICATION RECORD - BROADCASTING

Call
Letters W H L Y

Name MAGIC BOX MEDIA, INC.
Leesburg, Florida

File No.	Dated	Application for	Action	
			Nature	Date
BPH-9812(Con't. From Card #5)	3-18-76	OPPOSITION TO GRANT OF SPECIAL TEMPORARY AUTHORITY FILED BY ROUNSAVILLE OF FLORIDA		

FORM BC-121
AUG. 1955

APPLICATION RECORD - BROADCASTING

106.7mhz

Call
Letters WJLY

Name Magic Box Media, Inc.
Leesburg, Florida

File No.	Dated	Application for	Action	
			Nature	Date
BPH-9812 CONTINUED FROM CARD #5				
AMENDED	4-14-76	Section V-G.		
AMENDED	4-23-76	Revised Plan of Financing.		
PN REC'd	5-7-76			
AMENDED	5-12-76	Revised Plan of Financing.		
	6-11-76	MOTION FOR EXTENSION OF TIME TO OPPOSE PETITION TO DENY filed by Edward W. Hummers, Jr. on behalf of applicant.		
	6-1-76	PETITION TO DENY APPLICATION filed by Everett D. Johnston on behalf of Shamrock Development Corporation.		
	6-25-76	MOTION FOR EXTENSION OF TIME TO OPPOSE PETITION TO DENY filed 6-25-76 by David Rozzelle on behalf of Magic Box Media, Inc.		
	7-22-76	OPPOSITION TO PETITION TO DENY filed 7-22-76 by David Rozzelle on behalf of Magic Box Media, Inc.		
Amended	12-6-76	w/ref to Sect III {financial data}		
Amended	12-21-76	w/ref to Sect IV {Programming}		

APPLICATION RECORD - BROADCASTING

106.7MHz

Call
Letters

W H L Y

Name Magic Box Media, Inc.
Leesburg, Florida

File No.	Dated	Application for	Action	
			Nature	Date
BLH-7463 R & F PTA PRESS	7-1-77 7-7-77 7-22-77 AUG 15 1977	Lic. {BPH-9812} chgs SL: 1326 West North Blvd. Leesburg, Florida ohag: 825.25 feet Atty. Edward W. Hummers, Jr. Engr. Larry J. Simms	GRANTED issued with BRH-2359	2-24-78
BRH781002VX PRESS OCT 17 1978		Renewal of License Vicent J. Curtis, Jr.	GRANTED COND'L	11-5-79
BTCH790814HS FORM 315 PRESS PN FILED	AUG 30 1979 10-2-79	Vol TO from Bernard Kaplan and Norma Kaplan and James J. Shipley to General Communicorp, Inc. * *Amended 10-12-79 to chge transferee to Atty for transferor - E.W. Hummers, Jr. for transferee - M.H. Rosenbloom *AMENDED 9-20-79 to chge transferors to James Shipley, Bernard Kaplan, Norma Kaplan and Central Florida Jewish Community Council, Inc. dba Jewish Federation of Greater Orlando; Amended Agreement U.S. DEPT. OF COMMERCE - WASHINGTON, D. C. OCT 24 1979	GRANTED EFF:	11-5-79 11-29-79

GENERAL BROADCASTING OF
FLORIDA, INC.

BTCH790814HS Amended 9-20-79 re: amend. to purchase agreement reflect "stock being given as gift to" Magic Box Media, Inc.

AMENDED 10-12-79 re: New Transferee is subsidiary of former transferee; Complete Sec. 11, Talbes I and II filed with amendment & cert. Arts. of Inc. and By-laws

AMENDED 10-19-79 re: proposed off/dir.; biographical data on transferees

AMENDED 11-21-79 re: Second Amendment to New Agreement

APPLICATION RECORD-BROADCASTING

Call Letters: W H L Y

GENERAL BROADCASTING OF FLORIDA, INC.

Name: X MAGIC BOX MEDIA, INC.

Station Location: Leesburg, Florida

File No.	Date	Description	Action and Date
BALH800212GE Form 316 PRESS FEB 29 1980	1-30-80	Vol. AL to GENERAL BROADCASTING of FLORIDA, INC. (over) Atty - Michael Rosenbloom (Wilner & Scheiner)	GRANTED 3-7-80 EFF: 3-12-80
LETTER DATED PRESS (O) FEB 27 1981	2-12-81	Filed by Michael H. Rosenbloom Request for Dual As: "LEESBURG-ORLANDO, FLORIDA".	City Identification GRANTED: 3-31-81

BALH800212GE Note: Arts. of Inc. and By-laws on file
with BTCH790814HS (same call sign) granted 11-5-79

About the History Cards ...

History Cards were first used by the Department of Commerce to keep track of applications filed by, and changes to, the earliest AM broadcast stations in the early 1920s. The records were subsequently transferred to the Federal Radio Commission in 1927, and after that to the Federal Communications Commission when that agency was created in 1934. These cards gradually grew into a large card file.

FM History Cards were initiated in the early 1940s, with the authorization of the earliest FM stations in the FM band, then at 42 to 50 MHz. (The band was shifted to its present location, 88 to 108 MHz, in 1946.) History Cards remained in use until the creation of the first computerized database in 1980 to track broadcast applications, the Broadcast Application Processing System (BAPS). However, the Commission did not transfer the data from the History Cards to the new system. Instead, it retained the History Cards in their original form for reference.

In 1999, the Commission moved to a new location (445 12th Street SW), and also at that time created the successor database to BAPS, the Consolidated DataBase System (CDBS). Prior to that move, the History Cards were transferred to microfiche by a contractor (only a few sets of microfiche exist), and the original paper cards were destroyed. The History Cards were stored on the microfiche as negative images, like those you see above.

History Cards contain very brief entries and notes about station facilities, applications, and ownership. They are not, and never were intended to be, a comprehensive record of a station's operations. Nevertheless, they can be useful to help determine, for example, when a station first went on the air and its call letters at that time. History Card comments were generally typed onto the cards, and thus some records will show more faintly or with more smudging than others, depending on the quality of typewriter and ribbon then used. Occasional handwritten comments, corrections, and strikeouts may also be found. Cards may be incomplete, missing, or occasionally out of sequence.

The History Cards are presented here as they were copied to microfiche, to preserve this record for public use, and with the hope that they will be of value to future researchers of radio station history.

